Preface

Service sector is the lifeline for the social and economic growth of a country. Today it is one of the fastest and largest growing sector globally contributing more to the global output and employing more people than any other sector. For most countries around the world, services are the largest part of their economy.

In the globalized economy, the development of a particular type of services becomes one of the marking trends in economic evolution. Promotion in service sector constitutes one of the characteristics of the contemporary economic, and become one of the most dynamic components of the services sector in most industrialized countries. With the increasing customer expectations, competition and speed of technological development, service firms must constantly look for new approaches to service design and delivery. The management of new service development has not only become an important competitive concern in many service industries, but also raised academic interest of researchers in innovation management, marketing management, and operation management.

Current book has been a lot of focus on service Promotional Strategies and Consumer Influence. As constant adaptation to a turbulent environment requires a continuous flow of new offers, the management of service requires Promotional Strategies to Influence Consumers. On the base of empirical research, this book aims to contribute to a better appreciation and understanding of the Promotional Strategies and Consumer Influence.

This volume will present a variety of practical application, application tools, models, approaches and strategies that are providing themselves in practice, demonstrating effectiveness with managing diversity and innovation. This volume will also present several visionary proposals for transforming societies, citizens and professionals so all concerned are better prepared to embrace diversity and do their part in creating valuable and necessary innovation that positively impact the global community. The overall objectives and mission of this proposal is to share a different pattern of research work that will provide a platform for new avenues in overall promotional tool for service sector of modern business.

ORGANIZATION OF THE BOOK

The book is organized in 25 chapters. A brief description is as follows:
Preface

Chapter 1: Investigation between the Quality Factors and Consumer Behaviour through Customer Segmentation of a Shopping Centre: A Case Study

The phenomenon of experiential shopping develops concurrently with another important and interesting one, namely the birth of Shopping Centre. Shopping can significantly contribute to improve people’s quality of life. The satisfaction of these needs plays an important role in the general welfare of people. However quality is the antecedent of satisfaction, and therefore of the welfare. Several studies have shown that a relationship of dependence between quality and customer satisfaction exists. The aim of this research is twofold: (1) understanding, through segmentation, what are the main reasons that lead consumers to shopping centre and (2) measuring the level of satisfaction and WOM in the different groups of customers. The results show that the quality factors of the shopping centre are essential to carry out the segmentation because the consumers’ motivation and preferences are based on them.

Chapter 2: An Empirical Study on the Quality of Services Offered by the Private Life Insurers in Burdwan

Service quality has become as one of the most important ensuing factors in the service sector. Considering various needs and requirements of the customers, like any other service provider life insurers also always trying to provide better quality of services to their customers in order to satisfy them. In this chapter, researcher conducted a study on the quality of services offered by the private life insurers operating in the district of Burdwan, West Bengal, through proper investigation of the service quality structure in the present perspective. Here, accepted 661 usable responses with respect to the customers and 582 usable responses with respect to the insurers were considered as the sample size of the study and statistical package SPSS 16 as well as Bexley’s Customer Retention Indicator Grid ware used to perform the analyses.

Chapter 3: Brand Positioning Practices in Services Sector: A Study of Banking Brands

During 1980s the strategic relevance of brand positioning was recognized and service organisations are now identifying their key market segments and determining how they wish consumers to perceive their company and its products/services. Positioning is of particular significance for services as it places an intangible service within a more tangible frame of reference. This chapter examines and compares the brand positioning practices in services sector with reference to banks. It proposes a model for positioning of brands in services sector. The findings are based on an exploratory study; empirical data is collected from customer respondents (1800) and marketing executives of the banks. Six banks are studied, two each from public, private sectors and foreign banks. The study would help banks to acquire, retain and satisfy their customers by positioning their brand as it suggests a model that concentrates on internal and external facilitators, sources of growth, designing the service offer and differentiating it from competitors and delivering the service successfully.
Chapter 4: Comparative Analysis of Marketing Communication Tools Adopted by Telecommunication Service Firms: Bharti Airtel and Idea Cellular with Special Reference

Main objective of this research is to comparatively study employees and customer’s awareness regarding marketing communication tools adopted by Bharti Airtel and Idea Cellular in eastern Rajasthan. In the present study communication tools have been considered and analyzed. The study involves a sample of 250 existent customers and 25 employees for Bharti Airtel and Idea Cellular respectively and the methodology employed is structured questionnaire for customers and employees separately with reference to eastern Rajasthan. By identifying the strategic issues that affect customer decisions the present research will contribute to the understanding of the influence of communication tools on customers.

Chapter 5: Elitist Tag or Tool for Development: An Empirical Analysis for Tourism Marketing Strategy in Sikkim

Since time immemorial tourism in hill areas were considered and confined to be leisure centric and recreation oriented. This demand led orientation was a mere perception of the tourists and supply means and ways were largely ignored. Tourism in hill areas is believed to have been a mean of spending from disposable and discretionary income mostly for non-essential activities. This old and stagnant idea has been changing drastically. Today’s tourism is not only essential but imperative as well to provide new avenues for income and jobs. This article has dealt with the modern economic environment of tourism in the backdrop of its essential demand (or marketing) and supply (or destination) parameters. More specifically, this article has shown how tourism phenomenon is influencing the community income and thereby their dependency with important marketing and supply trends.

Chapter 6: Customers’ Expectations from Frontline Managers in Utility Sector: Case Study of Power Distribution Companies in Central India

Consequent to power sector reforms, customers’ satisfaction is gaining vital importance at power distribution companies. Customers are now getting a choice of choosing their electricity supplier as well as options of investing in their own power generating equipment. The threat of losing customers is driving power distribution companies towards ensuring customer satisfaction. Apart from availability of electricity supply on a 24/7 basis, electricity customers now expect ease in getting new electricity connection, advice on most suitable category of supply, timely meter reading, billing, and handling of grievance. To provide customers with great satisfaction, power distribution companies have to give quality attention to offering excellent services that attracts customers and clear up all customers’ complaints. Frontline managers play a very significant role in the electric utility companies. They act as an interface between the customers / public and the company. This chapter attempts to elaborate customers’ expectations from the frontline managers in power distribution companies.

Chapter 7: Cyberspace, Choice, and Consumer Welfare: Linking the Triad

Internet, especially through social Media these days have intruded into life of more than billion people over the globe and for youth it has become a vital tool for connecting and sharing information. It has a
tremendous impact on how we think, feel and act and nolens-volens we all are a part of this cyberspace. It is often said that the emergence of cyberspace has fuelled the growth of online retailing thereby providing customers with numerous choices, which in turn has improved their wellbeing. How the emergence of cyberspace has crippled the control of consumers over their decisions and by making available too many choices confused the consumers is increasingly being debated. The freedom to choose certainly increases welfare, but there exists a threshold beyond which, any expansion in choice instead of bringing satisfaction and welfare, brings misery. It is simply because, when there are endless choices either the decision is withheld or taken by other, meaning the consumer is compelled to choose.

**Chapter 8: Effect of Mediating Factors on Customer Defection with Special Reference to Banking Industry in India**

The challenges for marketers doesn’t stop here, as market matured from national to international to global, customer retention and acquisition become more crucial and challenging for them. Multiple options broaden the path for consumer to get access over many products and services, creating a high probability of defection. Now they have new challenge to face that is “Defection”. They are trying hard to understand what they are supposed to do so as to increase customer retention and decrease customer defection. This paper tries to understand the mediating effect of sources on customer defection (Objective knowledge versus Subjective Knowledge) and its important act on consumers repurchase behavior.

**Chapter 9: An Approach to Business Strategy**

This chapter introduces role of activity based costing system in the present business environment where businesses are under threat from corporate restructuring, technological innovations, customer expectations, de-regulations, and opportunities by way of collaboration, outsourcing and integration. Strategies of a business provide road map to organization and have multiple options. In a business, cost is the basic attribute in decision making process and drawing strategy. ABC provides a better approach to understand business process in relation with cost incidence. A business process is made up of activities which are performed by resources. These resources are responsible for expenditure and contain cost. ABC uses two stage cost assignment system for accurate and informative cost. ABC allows a better visualization of use of resources and explanation to understand where, why and how costs are being incurred. ABC is dynamic in nature, provide real cost and proactive in approach to simulate quantitative and qualitative measures of the process.

**Chapter 10: Giving Personalized Treatment: Customer’s Perception Is Your Reality**

Healthy profits are critical to any organization’s survival and must be factored into key business decisions, including the decision to hold the customers with the firm. Though these benefits extend beyond the financial realm, organizations should focus more on customers because it makes good business sense. Therefore, to achieve operational excellence, a firm must integrate its sales and service functions across multiple channels that provide personalized services to its customers. From face-to-face contact to self-service websites, they must capitalize on every communication opportunity. Improving customer satisfaction is not enough, to stay competitive; firms must also focus on achieving customer delight. The
Preface

The aim of this chapter is to highlight the strategies of customer engagement in creating value satisfaction and thereby building customer loyalty leading to excellence in business, which is one of the key factors for excellence, with a special reference to online shopping.

Chapter 11: Green Marketing Initiatives and Sustainable Issues in Hotel Industry

With the fast degradation of the environment and changing lifestyle of the consumers, the companies as well as the service sectors has started moving towards the concept of green marketing. This chapter has focused on the several green initiatives that have been taken by the companies from different areas and then finally directs on green initiatives taken by hospitality sector to sustain in the competitive world. The increasing awareness among the consumers, the service sectors has also started in initiating the acceptance of green services. The hotel industries which are incorporating green services today are focusing on the consumer’s preferences and their needs towards using the green products and services. This chapter has focused on sustainable issues in hotel industry and also identifying initiatives which are being taken by the companies.

Chapter 12: Green Practices in Restaurants: The Case of Eastern India

The prime purpose of this chapter is to identify and delve into the factors driving the adoption of environment friendly practices by the restaurants in eastern region of the country. It provides an introductory knowledge to the planner and policy makers regarding the status of eco-friendly practices by the restaurant in eastern India. Six factors were extracted using the principle component analysis. These factors are Legal compliance, Normative Pressure, Cost optimization, Growing awareness, Philanthropic Motive, Good image. Though slowly, but steadily the consciousness regarding the adoption of environment practices is increasing in the restaurant industry. This study can aid and abet the concerned authorities to device a mechanism to turn the hospitality industry into a true musketeer of the environment, however, since the study area is confined to only a few selected cities of eastern India, the result may not hold true in general.

Chapter 13: Empirical Analysis of Tourism Factors Affecting in Tourists Satisfaction

Tourism is one of the fastest growing industries in the world. It has become one of the vital issues of economic and social benefits to the society. This paper identifies the impact of tourism in Paro, different motivational factors which may directly or indirectly influence the tourists’ satisfaction. The primary objective of this study includes the growth, development and emergence of tourism potentials in Paro, in particular, as well as to analyze the tourist flow pattern and also examine the existing and future requirement in the motivational point of view. For the accomplishment of the purposed objective, data for the study were collected through pre -structured questionnaire. Information gathered about tourists' motivational factors depends on 20 components. In terms of the present scenario of the above components, how to attract more tourists and promoting infrastructural requirement for better tourism service to improve the level of tourists’ motivation.
Chapter 14: Limerence and Neuro-Marketing: Prime Weapon of Modern Marketing Strategy and Its Impact in Global India

In global India, the people in all layers suffer from Western Bound Cultural Syndrome and they usually imitate a highly consumerised life with changing life style and life choices. Here, there are two tools/weapon, limerence, an emotional state of being in love and neuro-marketing system are being used deliberately to promoting the market. To explore the implication of limerence and neuro-marketing system in business in service sector, and its impact, a study was conducted on 200 population of both rural and urban area of West Bengal, India. Data was collected through structured interview schedule to know effect consumerism in their daily survival with their happiness and unhappiness. It was revealed that people were submerged by want created, identity and status consumption. 28.5% of them who were students or unemployed or no earning were habituated to consume a handsome and they were managing it forcefully from their parents. Marketing strategies through limerence and neuro-marketing would be redefined for a safe and healthy society.

Chapter 15: Promoting Service Quality and Customer Satisfaction in Global Business

This chapter aims to promote service quality and customer satisfaction in global business, thus illustrating the theoretical and practical overviews of customer service, service quality, and customer satisfaction; the significance of service quality in global business; and the significance of customer satisfaction in global business. The promotion of service quality and customer satisfaction is necessary for modern organizations that seek to serve suppliers and customers, increase business performance, strengthen competitiveness, and achieve continuous success in global business. Therefore, it is essential for modern organizations to promote their service quality and customer satisfaction, develop a strategic plan to regularly check their practical advancements, and immediately respond to service quality and customer satisfaction needs of customers in modern organizations. The chapter argues that promoting service quality and customer satisfaction has the potential to enhance organizational performance and reach strategic goals in global business.

Chapter 16: Research Strategy for Studying User’s Acceptance of Tourism-Related ITs: User’s Acceptance of AR-VR Technological-Combo App

This chapter aims to guide future researchers on research strategy for studying user’s acceptance of tourism-related Information Technologies (ITs). In a study on user’s acceptance of the technological-combination of virtual reality and augmented reality application in the UNESCO World Heritage Site of Melaka, the author proposes 11 steps of research strategy which begin with developing the research framework (Step 1), proposing the research hypotheses (Step 2), determining research design (Step 3), designing sampling processes (Step 4), designing questionnaire (Step 5), conducting face validity (Step 6), developing the prototypes (Step 7), conducting pilot testing (Step 8), collecting data (Step 9), analyzing data (Step 10), as well as providing conclusion (Step 11).
Preface

Chapter 17: Service Quality Perceptions of the Customers in the Insurance Sector in West Bengal

The quality of the service is a pre-requisite for any service organization’s market performance and subsequently, economic performance. Managers in any service sector are under increasing pressure to demonstrate that their services are customer-focused and that continuous performance improvement is being delivered. Given the financial and resource constraints under which service organizations must manage it is essential that customer expectations are properly understood and measured and that, from the customers’ perspective, any gaps in service quality are identified. Measuring Service Quality becomes indispensable for any service organization to monitor and control the quality of service delivery and enjoy competitive advantage.

Chapter 18: Service Quality Significance in Banking Industry with Reference to India

This chapter tried to investigate consumer expectations and perceptions about elements of service quality of most used public, private and foreign banks in Indian context and actual services received by the customers. Apart from service quality this research tried to analyze the best bank in terms of benchmarking, which they follow because every time requirements of customers are changing but according to changing customer expectations what steps banks should take during services was also analyzed in research. Data was analyzed by taking expected – perceived/actual services and gap was determined between both of them. Impact of benchmarking and service quality towards expected and actual services was thus found out with regards to the service quality model concerning the influences of perceived service quality.

Chapter 19: Film Marketing: The Impact of Publicity Activities on Demand Generation

Since promotional activities are highly important for attracting moviegoers to a new movie, producer companies engage in marketing promotional activities to increase box office revenue. The main goal of this study is to identify and analyze impact of marketing promotion activities on creating preference for moviegoers to watch the film as well as the opening weekend box office revenue of that film. This paper starts with reviewing the literature about the film marketing and continues with outlining the facts about movie industry in Turkey. Finally, it ends up with analyzing the impact of publicity activities on attracting moviegoers’ to watch a film and the opening weekend box office performance of the film in the context of Turkey. 41 Turkish movies that were released in 2010 – 2014 are analyzed with the purpose of revealing the relationship between the publicity activities and box office performance. As a result of regression analysis, media coverage (the number of publicity news) exhibited strong predicting power of tickets sold at the opening weekend (the number of audience).

Chapter 20: Analysing Promotion and Visitor Expectations of Beach Tourism in Odisha with Special Reference to Puri Beach

Efforts have been made in this study to analyse the promotion and Visitor expectations of beaches for the development of tourism in Odisha in general and Puri beach in particular, that influences the tourist
inflow in this destination. This article begins with the meaning of Beach Tourism and importance of Puri beach for the development of tourism in Odisha. Key issue of this paper is to find out whether the Puri beach and its local product can be an attraction while marketing a destination. If so, how these can be promoted to the potential tourists, what are the expectations of Visitors and how those expectations can be fulfilled? Tourism products in the beaches are becoming important to the mass tourists. Tourism products related with beaches are one of the major factors shaping development patterns in the coastal areas of the state. Tourism stakeholders at all levels must assume appropriate proactive roles for the promotion of Beach Tourism in the state like Odisha.

Chapter 21: Corporate Online Reporting and Their Determinants in Indian Services Sector

The study examines the status of online reporting in service sector in India. It also explores the pattern and determinants affecting online reporting. The study uses content analysis for investigating the level and extent of online reporting. An index has been developed for the study, dividing the frame into three major headings namely, general, financial and presentation indexes. OLS regression is used for checking the determinants affecting web-based disclosure. The study found that only three determinants are associated with the online reporting in the service sector namely, profitability, growth and size of the company. Other determinants such as liquidity, leverage and age are not significantly associated with online reporting. The paper is built around the concept of transparency and reporting on the web that may facilitate the investors and stakeholders. The result is a novel approach to online reporting and transparency that contributes to other critical voices concerned about the value and effects of online reporting.

Chapter 22: Impact of Internet Service Quality (IS-QUAL) on Client Satisfaction: Case from Indian Banking Service

This chapter empirically observes the impact of internet banking service quality dimensions on Client Satisfaction (CS). This study explores the potential dimensions of Internet service quality (ISQUAL) dimensions and examines its impact on client satisfaction and client behavioral intentions in the banking context in India. This study is a cross-sectional survey that employed the use of pre-structured questionnaire to collect primary data from a sample of 120 respondents through personal contact, field survey and email. Collected data have been analyzed through SPSS 21 software by different statistical tools like Reliability test for judgment of internal consistency of collected data and simple regression analysis. The findings revealed impact of IS-QUAL dimensions are namely Trustworthiness, Awareness, Accessibility, Rigidity, Navigation, Communication and Web Customization/Personalization on client satisfaction.

Chapter 23: Application of Web-Based Geographical Information System (GIS) in E-Business

This chapter discusses about the application of Web-Based Geographical Information System (GIS), an ICT tool for electronic business; particularly through Internet, with a future plan to develop e-promotion and strategic marketing by implementing Web GIS tools for Geobusiness. In the context of e-business, present study penetrates the usage of GIS to disseminate maximum level of information to the customers. On the other hand, it depicts the growing incorporation of GIS in target marketing, business management
Preface

This chapter deals to conduct an inquiry into consumer/buyer receptivity, perception and behavioral reaction to the discussed moderately new promoting technique via VM. With the use of in-depth interviews conducted with 15 people and small interviews with other 27 people. The qualitative findings from the study show that VMC increases consumer’s awareness but it does not have a vital impact on the buying decision. Consumers have different trust and credibility to five junctions of VM; “Forums” have highest trust and credibility among the discussed five junctions, Consumers do not take VM as spam messages, Service based VMC have higher impact than the product based VM, Negative VMC has a higher influence on consumer than the optimistic one, and Financial Benefit is not the strongest reason to spread the messages via VM.

Chapter 25: Innovative Financing and its Implications on MSME Sector in India

This chapter deals with the study of MSME. Micro, Small, and Medium Enterprises’ (MSMEs) contribution in the development of world economy has been significant, both in terms of contribution to GDP and creation of employment opportunities. The present paper attempts to identify the role of innovative schemes offered by the banking sector in the upliftment of MSMEs in India. The researchers try to analyze the growth in Bank credit for the MSME sector over the last decade. This paper is based on extensive review of literatures on Banking sector and their contribution in encouraging MSMEs. The review showed that the Bank credit has increased significantly for the MSME sector since the priority sector lending norms were implemented but still there is a significant gap that needs to be fulfilled when it comes to the fulfilment of the credit needs of the MSME sector.